

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	( ) BUYING TIME	Rep Firm	
Advertiser	( ) .PESTKA FOR CONGRESS		650 MASSACHUSETTS AVE,N.W., SUITE 210	Sales Office ( ) PHILADELPHIA	
Product	Political		WASHINGTON, DC 20001	Salesperson ( ) IAN AMBRON	
Estimate#	2512	Agency C/P1/P2/E	363/365/2512		
Buyer	Nathaniel Kronisch	Flight Dates	10/23/2012 - 10/29/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
	2	W	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
	3	TH	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
	4	F	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
	5	M	5A-6A	NEWS 9 DAYBREAK	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
	6	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
	7	W	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
	8	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
	9	F	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
	10	M	6A-7A	NEWS 8 DAYBREAK	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
	11	TU	7A-9A	TODAY SHOW	:30	\$975.00	10/23-10/23	2	1	2	\$1,950.00	
	12	W	7A-9A	TODAY SHOW	:30	\$975.00	10/24-10/24	2	1	2	\$1,950.00	
	13	TH	7A-9A	TODAY SHOW	:30	\$975.00	10/25-10/25	2	1	2	\$1,950.00	
	14	F	7A-9A	TODAY SHOW	:30	\$975.00	10/26-10/26	2	1	2	\$1,950.00	

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Agency (    ) BUYING TIME  
650 MASSACHUSETTS AVE,N.W., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 363/365/2512  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) IAN AMBRON  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	M	7A-9A	TODAY SHOW	:30	\$975.00	10/29-10/29	2	1	2	\$1,950.00	
	16	TU	9A-10A	TODAY SHOW 2	:30	\$300.00	10/23-10/23	2	1	2	\$600.00	
	17	W	9A-10A	TODAY SHOW 2	:30	\$300.00	10/24-10/24	2	1	2	\$600.00	
	18	TH	9A-10A	TODAY SHOW 2	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
			Buyline Comment: 1X SPOT N/A									
	19	F	9A-10A	TODAY SHOW 2	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
			Buyline Comment: SPOTS N/A									
	20	M	9A-10A	TODAY SHOW 2	:30	\$300.00	10/29-10/29	0	0	0	\$0.00	
			Buyline Comment: SPOTS N/A									
	21	TU	10A-11A	TODAY SHOW 3	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	22	W	10A-11A	TODAY SHOW 3	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
	23	TH	10A-11A	TODAY SHOW 3	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
	24	F	10A-11A	TODAY SHOW 3	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
	25	M	10A-11A	TODAY SHOW 3	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
	26	TU	11A-12P	EIGHT WEST	:30	\$75.00	10/23-10/23	1	1	1	\$75.00	
	27	W	11A-12P	EIGHT WEST	:30	\$75.00	10/24-10/24	1	1	1	\$75.00	
	28	TH	11A-12P	EIGHT WEST	:30	\$75.00	10/25-10/25	1	1	1	\$75.00	
	29	F	11A-12P	EIGHT WEST	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	

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Product Political					WASHINGTON, DC 20001			Salesperson (    ) IAN AMBRON				
Estimate# 2512					Agency C/P1/P2/E 363/365/2512			Salesperson Phone# 215-567-6005				
Buyer Nathaniel Kronisch					Flight Dates 10/23/2012 - 10/29/2012			Salesperson FAX# 215-525-9757				
Phone#					Hiatus Weeks							
Fax#												
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	30	M	11A-12P	EIGHT WEST	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
	31	TU	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
	32	W	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/24-10/24	1	1	1	\$225.00	
	33	TH	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/25-10/25	1	1	1	\$225.00	
	34	F	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/26-10/26	1	1	1	\$225.00	
	35	M	12P-1P	NEWS 8 AT NOON	:30	\$225.00	10/29-10/29	0	0	0	\$0.00	
	Buyline Comment: 1X 10/29 NA - \$225 MDGD ON HL#6867829											
	36	TU	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	37	W	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
	38	TH	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
	Buyline Comment: SPOT N/A											
	39	F	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/26-10/26	0	0	0	\$0.00	
	Buyline Comment: SPOT N/A											
	40	M	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/29-10/29	0	0	0	\$0.00	
	Buyline Comment: SPOT N/A											
	41	TU	2P-3P	RACHAEL RAY	:30	\$125.00	10/23-10/23	1	1	1	\$125.00	
	42	W	2P-3P	RACHAEL RAY	:30	\$125.00	10/24-10/24	1	1	1	\$125.00	
	43	TH	2P-3P	RACHAEL RAY	:30	\$125.00	10/25-10/25	1	1	1	\$125.00	

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650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 363/365/2512

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	44	F	2P-3P	RACHAEL RAY	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
	45	M	2P-3P	RACHAEL RAY	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
	46	TU	3P-4P	DR. OZ	:30	\$125.00	10/23-10/23	1	1	1	\$125.00	
			Buyline Comment: PRG CHANGED									
	47	W	3P-4P	DR. OZ	:30	\$125.00	10/24-10/24	1	1	1	\$125.00	
			Buyline Comment: PRG CHANGED									
	48	TH	3P-4P	DR. OZ	:30	\$125.00	10/25-10/25	1	1	1	\$125.00	
			Buyline Comment: PRG CHANGED									
	49	F	3P-4P	DR. OZ	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
			Buyline Comment: PRG CHANGED									
	50	M	3P-4P	DR. OZ	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
			Buyline Comment: PRG CHANGED									
	51	TU	4P-5P	ELLEN	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
	52	W	4P-5P	ELLEN	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
	53	TH	4P-5P	ELLEN	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	54	F	4P-5P	ELLEN	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
	55	M	4P-5P	ELLEN	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	56	TU	5P-530P	NEWS AT 5P	:30	\$675.00	10/23-10/23	1	1	1	\$675.00	
	57	W	5P-530P	NEWS AT 5P	:30	\$675.00	10/24-10/24	1	1	1	\$675.00	

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Product Political    WASHINGTON, DC 20001    Salesperson (    ) IAN AMBRON

Estimate# 2512    Agency C/P1/P2/E 363/365/2512

Buyer Nathaniel Kronisch    Flight Dates 10/23/2012 - 10/29/2012    Salesperson Phone# 215-567-6005

Phone#    Hiatus Weeks    Salesperson FAX# 215-525-9757

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	58	TH	5P-530P	NEWS AT 5P	:30	\$675.00	10/25-10/25	1	1	1	\$675.00	
	59	F	5P-530P	NEWS AT 5P	:30	\$675.00	10/26-10/26	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
	60	M	5P-530P	NEWS AT 5P	:30	\$675.00	10/29-10/29	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
	61	TU	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/23-10/23	1	1	1	\$675.00	
	62	W	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/24-10/24	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
	63	TH	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/25-10/25	1	1	1	\$675.00	
	64	F	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/26-10/26	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
	65	M	530P-6P	NEWS AT 5:30P	:30	\$675.00	10/29-10/29	0	0	0	\$0.00	
			Buyline Comment: SPOT N/A									
	66	TU	6P-630P	NEWS AT 6P	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
	67	W	6P-630P	NEWS AT 6P	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	68	TH	6P-630P	NEWS AT 6P	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	69	F	6P-630P	NEWS AT 6P	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	70	M	6P-630P	NEWS AT 6P	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	71	TU	7P-730P	INSIDE EDITION	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	

<b>Rep Order#</b>	6866042	<b>Ver#</b>	9	<b>Mod#</b>	2	<b>Status</b>	Confirmed
<b>EC'd</b>	Yes						

**Last Received:** 11/30/2012 11:14 AM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	( ).PESTKA FOR CONGRESS
<b>Product</b>	Political
<b>Estimate#</b>	2512
<b>Buyer</b>	Nathaniel Kronisch
<b>Phone#</b>	
<b>Fax#</b>	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	72	W	7P-730P	INSIDE EDITION	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
	73	TH	7P-730P	INSIDE EDITION	:30	\$450.00	10/25-10/25	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	74	F	7P-730P	INSIDE EDITION	:30	\$450.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	75	M	7P-730P	INSIDE EDITION	:30	\$450.00	10/29-10/29	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	76	TU	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
	77	W	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
	78	TH	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	79	F	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
	80	M	730P-8P	ACCESS HOLLYWOOD	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	81	M	10P-11P	REVOLUTION	:30	\$875.00	10/29-10/29	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	82	TU	11P-1135P	NEWS AT 11P	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
	83	W	11P-1135P	NEWS AT 11P	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
	84	TH	11P-1135P	NEWS AT 11P	:30	\$900.00	10/25-10/25	1	1	1	\$900.00	
	85	F	11P-1135P	NEWS AT 11P	:30	\$900.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										

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	86	M	11P-1135P	NEWS AT 11P	:30	\$900.00	10/29-10/29	1	1	1	\$900.00	
	87	TU	1135P-1235A	LENO	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	88	W	1135P-1235A	LENO	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	89	TH	1135P-1235A	LENO	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
	90	F	1135P-1235A	LENO	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	91	M	1135P-1235A	LENO	:30	\$300.00	10/29-10/29	0	0	0	\$0.00	
		Buyline Comment: SPOT N/A										
	92	TU	1235A-135A	FALLON	:30	\$75.00	10/23-10/23	1	1	1	\$75.00	
	93	W	1235A-135A	FALLON	:30	\$75.00	10/24-10/24	1	1	1	\$75.00	
	94	TH	1235A-135A	FALLON	:30	\$75.00	10/25-10/25	1	1	1	\$75.00	
	95	F	1235A-135A	FALLON	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	
	96	M	1235A-135A	FALLON	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
	97	TH	10P-11P	ROCK CENTER	:30	\$750.00	10/25-10/25	1	1	1	\$750.00	
	98	SA	6A-7A	NEWS SATURDAY	:30	\$150.00	10/27-10/27	1	1	1	\$150.00	







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	122	M	1235A-135A	NBC SUNDAY NIGHT FOOTBALL	:30	\$75.00	10/29-10/29	1	1	1	\$75.00	
			Buyline Comment: LATE NIGHT MKGD FR 18,20,38,40,59,60,62,64,65,73,75,81,85,90,91,101,110									
	123	TU-F	12P-1P	NOON NEWS	:30	\$225.00	10/23-10/26	1	1	1	\$225.00	
			Buyline Comment: NOON NEWS ADDED AS MKGD FROM HL#6867829									

---REPORT TOTALS---

Report Totals: 110 / \$59,225.00

---SALES MONTHLY TOTALS---

Oct 12: 90 / \$47,225.00

Nov 12: 20 / \$12,000.00

Sales Totals: 110 / \$59,225.00

Station Totals: 110 / \$59,225.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,396	CATV	0%	WOOD	39%	WOTV	1%	WWMT	36%	WXMI	8%
		WXSP	0%	WZPX	0%	WZZM	15%				

---COMPETITIVE COMMENTS---

\*EST BASED OFF LAST FLIGHT

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE